

?show files;ds

File 2:INSPEC 1969-2004/Sep W1
(c) 2004 Institution of Electrical Engineers
File 35:Dissertation Abs Online 1861-2004/Aug
(c) 2004 ProQuest Info&Learning
File 65:Inside Conferences 1993-2004/Sep W2
(c) 2004 BLDSC all rts. reserv.
File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Aug
(c) 2004 The HW Wilson Co.
File 233:Internet & Personal Comp. Abs. 1981-2003/Sep
(c) 2003 EBSCO Pub.
File 474:New York Times Abs 1969-2004/Sep 15
(c) 2004 The New York Times
File 475:Wall Street Journal Abs 1973-2004/Sep 15
(c) 2004 The New York Times
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
(c) 2002 The Gale Group
File 256:TecInfoSource 82-2004/Jul
(c)2004 Info.Sources Inc
File 169:Insurance Periodicals 1984-1999/Nov 15
(c) 1999 NELS Publishing Co.
File 111:TGG Natl.Newspaper Index(SM) 1979-2004/Sep 16
(c) 2004 The Gale Group

Set	Items	Description
S1	2906	PRODUCT(2N)BUNDL??? OR CROSS()SELL??? OR COBRAND??? OR CO(-))BRAND???
S2	1286735	RELATED OR ASSOCIATED OR AFFILIAT??? OR ALLIED OR ALLIANCE- OR INTERRELATED OR ANCILLARY OR AFFINITY
S3	5646384	SELL??? OR VEND??? OR LICENS??? OR LICENC??? OR SALE? ? OR PROVID??? OR PROVISION OR SUPPL???? OR BUY??? OR PURCHAS??? OR PROCUR??? OR ACQUIR??? OR OBTAIN???
S4	1944803	(TANGIBLE OR MATERIAL OR PHYSICAL)() (PRODUCT? ? OR ITEM? ? OR MERCHANDISE OR GOODS OR WARES OR ARTICLE? ? OR OBJECT? ?) - OR CD OR TAPE? ? OR ALBUM? ? OR DVD? ? OR SAFETY()DEVICE? ? OR NAVIGATION??()SYSTEM? ? OR EQUIPMENT OR TOOL? ?
S5	2734435	(INTANGIBLE OR IMMATERIAL OR VIRTUAL OR DIGITAL)() (PRODUCT? ? OR ITEM? ? OR MERCHANDISE OR GOODS OR WARES OR ARTICLE? ? - OR THING? ? OR OBJECT? ?) OR SERVICE? ? OR MUSIC OR SONG? ? OR DOWNLOAD? ? OR INSURANCE OR LESSONS OR INSTRUCTION
S6	113566	DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR O- FF)
S7	3846674	BOTH OR TOGETHER OR AT()ONCE OR SIMULTANEOUS? OR CONCURREN- T? OR SAME() (TIME OR INSTANT) OR EN()MASSE OR SET OR BUNDLE OR PACKAGE OR PAIR??? OR COUPL??? OR COMBIN??? OR AGGREGAT??? OR AGGRAGAT???
S8	39222	S1 OR (S2(5N)S3)
S9	84843	S4(20N)S5
S10	2946	S6(5N)S7
S11	0	S8(S)S9(S)S10
S12	2	S8 AND S9 AND S10
S13	9	S9(S)S10
S14	400	S3 AND S4 AND S5 AND S6 AND S7
S15	31	S9 AND S10
S16	21	S3 AND S15
S17	23	S13 OR S16
S18	18	S17 NOT PY>2000
S19	17	S18 NOT PD=20000630:20041031
S20	17	RD (unique items)

20/3,K/1 (Item 1 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01630819 ORDER NO: AAD98-24891

ELECTRONIC COMMERCE FOR DIGITAL PRODUCT COMPANIES (INTERNET, E MAIL)

Author: CHELLAPPA, RAMNATH K

Degree: PH.D.

Year: 1997

Corporate Source/Institution: THE UNIVERSITY OF TEXAS AT AUSTIN (0227)

Source: VOLUME 59/02-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 548. 116 PAGES

...a more innovative and strategic one, although it has predominantly dealt only with transactions involving **sale** and business of **physical products**. This dissertation contributes to the theoretical, methodological and implementation issues in electronic commerce, in particular for **digital products**. **Digital product** firms include software companies, electronic publishing houses, entertainment industries, educational services and other products and...

...such as their ability to be mass-customized.

The first part introduces digital products and **provides** a framework for their classification based on user value. In addition the magnification of the complexity of **providing** warranty and customer service for digital products is analyzed with suitable examples. The holistic theme of value chain activities **provides** the basis for re-designing activities such as manufacturing, inventory control, marketing, etc. The theory of complementarity is used to derive a greater value by rightly **combining** technology, processes and **incentives** associated with the above activities. A **vendor** needs to market his product, and often through intermediaries such as retail stores, malls, etc...

...fronts, digital warehouses and a payment system. While the technical details of the implementation are **provided** in detail in the appendix, the essay itself sheds light on the role of the mall owner and mechanisms for creating a greater value for the **vendors** and consumers. The analysis offers new ways of interpreting quality and the complementary nature of...

...methodology is illustrated with empirical evidence. The experiment comprises of students playing the role of **vendors** and consumers in a digital product market. The payment mechanisms and mall environment discussed in...

20/3,K/2 (Item 2 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01618111 ORDER NO: AAD98-16270

CONSUMERS' PERCEPTIONS OF PRODUCT BUNDLES: A GENERAL MODEL AND EMPIRICAL TESTS (BRAND EQUITY, DECISION MAKING, CHOICE)

Author: HARRIS, JUDY

Degree: PH.D.

Year: 1997

Corporate Source/Institution: UNIVERSITY OF HOUSTON (0087)

Source: VOLUME 58/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 4358. 128 PAGES

Bundling two or more products or **services** into a single offering is a much used marketing **tool**. Few studies, however, address the fundamental question of how bundling affects consumers' perceptions of value...

...change the cost and/or the utility of the offering compared to the same items **purchased** individually. Exploratory research is used for a

preliminary evaluation of the model and to help...

...a brand extension; and (4) preference for a bundle is related to size of the **discount** on the **bundle** and that this effect is moderated by the accessibility of price information and the familiarity of the situation.

Together, the model and the experiments **provide** a greater understanding of the circumstances under which bundling can affect preferences by (a) identifying...

20/3,K/3 (Item 3 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01597578 ORDER NO: AAD98-02552
ESSAYS ON REWARD PROGRAMS (PROMOTION, INCENTIVES, CONSUMERS)
Author: SHI, MENGZE
Degree: PH.D.
Year: 1997
Corporate Source/Institution: CARNEGIE-MELLON UNIVERSITY (0041)
Source: VOLUME 58/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 2747. 93 PAGES

Reward programs, a promotional **tool** to develop customer loyalty, offer incentives to consumers on the basis of cumulative **purchases** of a given product or **service** from a firm. Although reward programs have become increasingly common in many industries, research on...

...free ride in the future if being undersold today, with reward programs firms have extra **incentives** to **set** their current prices higher. To summarize, reward programs not only develop customer loyalty through increased...

20/3,K/12 (Item 8 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06195865
SCS tries new marketing to **provide** pay-TV service
THAILAND: SCS 2ND TRY TO **PROVIDE** PAY-TV SERVICE
Bangkok Post (XBN) 15 Aug 1995 P.19
Language: ENGLISH

SCS tries new marketing to **provide** pay-TV service
THAILAND: SCS 2ND TRY TO **PROVIDE** PAY-TV SERVICE

Samart Cable **Service** Co (SCS), the producer and distributor of signal-boosting **equipment** for pay-TV is making a 2nd attempt to market pay-television **service** after having failed in its first attempt. The new strategy call for a link-up...

... products, which the name is yet to be revealed, to resell pay TV programmes. The **package** will be **sell** at **discount**, with part of the service fee payable to the original pay-TV operators. SCS is...

... Broadcasting Corp, Thai Sky TV and Universal TV. The new strategy is expected to boost **sales** by 50% in 1995 itself, but revenue will not be higher than its initial expectation.

20/3,K/14 (Item 10 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

05274390

BMG Unwraps CD-Package Rebate

US - BMG DISTRIBUTION LAUNCHES CD-PACKAGE REBATE PROGRAM

Billboard (BBD) 22 August 1992 p10,86

ISSN: 0006-2510

BMG Distribution has launched a CD- **package rebate** program, in a move to help retailers in the switch to the plastic jewel box...

... 6x12 cardboard longbox. The program follows similar launches by WEA, PolyGram Group Distribution, and Sony **Music** Distribution. BMG is offering a 17-cent discount on **album** -length CDs bought between 1 August 1992 and 31 July 1993, and the program excludes...

20/AA,AN,TI/1 (Item 1 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01630819
ELECTRONIC COMMERCE FOR DIGITAL PRODUCT COMPANIES (INTERNET, E MAIL)

20/AA,AN,TI/2 (Item 2 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01618111
CONSUMERS' PERCEPTIONS OF PRODUCT BUNDLES: A GENERAL MODEL AND EMPIRICAL TESTS (BRAND EQUITY, DECISION MAKING, CHOICE)

20/AA,AN,TI/3 (Item 3 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01597578
ESSAYS ON REWARD PROGRAMS (PROMOTION, INCENTIVES, CONSUMERS)

20/AA,AN,TI/4 (Item 1 from file: 99)
DIALOG(R)File 99:(c) 2004 The HW Wilson Co. All rts. reserv.

1677624 H.W. WILSON RECORD NUMBER: BAST97022611
Repairs in progress
AUGMENTED TITLE: new technology, tools , and services may help hammer down rising mine maintenance costs

20/AA,AN,TI/5 (Item 1 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

09302328
Euskaltel vende moviles este mes a 1,050 pesetas.
SPAIN: EUSKALTEL LAUNCHES NEW OFFER ON CELLULAR

20/AA,AN,TI/6 (Item 2 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

09299255
More sub-branches
THAILAND: BANGKOK BANK TO OPEN MORE BRANCHES

20/AA,AN,TI/7 (Item 3 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

09266188
Ayal plans P 50-B Cebu IT park
PHILIPPINES: AYALA'S UNIT TO SET UP IT PARK

20/AA,AN,TI/8 (Item 4 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

09231916
Satelindo pasarkan 18,000 SST di Jateng dan DIY
INDONESIA: SATELINDO TO ADD 18,000 PHONE LINES

20/AA,AN,TI/9 (Item 5 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

09170429
PIA announces fare **discount package** for Balochistan
PAKISTAN: PIA TO TERMINATE FIRST CLASS SEGMENT

20/AA,AN,TI/10 (Item 6 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

06547659
Allygre lance le plan d'action pour l'Education
FRANCE: FFR 15BN TO PUT COMPUTERS IN SCHOOLS

20/AA,AN,TI/11 (Item 7 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

06246829
CCI **provides** cheap long distance services
HONG KONG: NEW LONG DISTANCE PHONE SERVICE

20/AA,AN,TI/12 (Item 8 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

06195865
SCS tries new marketing to **provide** pay-TV service
THAILAND: SCS 2ND TRY TO **PROVIDE** PAY-TV SERVICE

20/AA,AN,TI/13 (Item 9 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

06047262
"TELIA MISSBRUKAR DOMINANS"
SWEDEN: TELIA MOBITEL ABUSES ITS MONOPOLY STATUS

20/AA,AN,TI/14 (Item 10 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

05274390
BMG Unwraps CD-Package Rebate
US - BMG DISTRIBUTION LAUNCHES CD-PACKAGE REBATE PROGRAM

20/AA,AN,TI/15 (Item 11 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

04434215
GOVT TO LAUNCH **SALE** OF BT STAKE
UK - GOVT TO LAUNCH **SALE** OF BT STAKE

20/AA,AN,TI/16 (Item 12 from file: 583)
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

02910385
AIR EUROPE TO RIVAL BA ON LONG-HAUL FLIGHTS
UK - AIR EUROPE TO RIVAL BA ON LONG-HAUL FLIGHTS

20/AA,AN,TI/17 (Item 1 from file: 256)
DIALOG(R)File 256:(c)2004 Info.Sources Inc. All rts. reserv.

00121956

TITLE: 'Intuit May Find Web Taxing: Revenue stream could be upset as
upsta...